

Message Text

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67

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 EB-07 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 L-03 /071 R

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DRAFTED BY COM/BIC/OIM/226/PBFIELD/ACTN'G/CM

APPROVED BY EB/OCA/CM:BEBYRON

COM/BIC/OIM/226/MBELDEN/ACTN/G/RM

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IAWILLIAMSON,JR./EB/CBA/OCA/STATE

----- 038774

P 132302Z JUN 75

FM SECSTATE WASHDC

TO AMEMBASSY PARIS PRIORITY

UNCLAS STATE 139290

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: FRANCE FY 1976 CCP

FOR COMAFF AND PARIS TRADE CENTER

REF: A-210; FIELD/BLODGETT TELCON OF JUNE 2

1. WAG MEETING HELD JUNE 6 TO DISCUSS FINAL MODIFICATIONS
TO FY 1976 CCP RECEIVED FROM POST. MINUTES WILL BE FORWARD-
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ED TO POST JUNE 10. POST INITIATIVE NOTED IN SEVERAL PARTS
OF REVISED DRAFT (ATTACHMENT TO A-210). DECISION TO BREAK
OUT PTO'S BY A/D AND END-USER ESPECIALLY COMMENDABLE.

2. AGGREGATE TARGETS DISCUSSED IN REFTELCON SHOULD BE REVISED UPWARD IN LINE WITH FY 75 CCP WHICH IS BASICALLY ON TARGET, BUT WAG PREFERS THESE BE ALLOCATED BY CAMPAIGN AT POST. FOLLOWING ARE SUGGESTED FINAL TARGETS, WITH RECAP OF APPROVED FY 75 TARGETS AND PSOT FY 76 SUBMISSION AS SET FORTH IN A-210 ATTACHMENT, FOR COMPARISON:

---	FY'76	FY'76	
---	POST RE-	FINAL	
---	FY'75 VISION (A-210)	REVISION	

TRADE OPPORTUNITIES

(A/D AND END-USER)

---	CAMPAIGN	610	298	650
---	NON-CAMPAIGN	-	652	300
---	TOTAL	610	950	950

FOREIGN BUYERS:

---	CAMPAIGN	333	85	300
---	NON-CAMPAIGN	-	-	,-
---	TOTAL	333	85	300

3. FINAL TARGET FOR NON-ESTABLISHED PARTICIPANTS FOLLOWS (POST'S REVISED TARGET IN A-210 SHOWN IN PARENTHESES FOR COMPARISON): PRINTING & GRAPHIC ARTS EQ. - 22 (20); POLLUTION EQ. - 22 (15); FLUID POWER EQ. (SPECIALIZED) - 15 (22); HOUSEWARES (SPECIALIZED) - 15 (25); DATA COMMS - 33 (20); DENTAL EQ. - 8 (6); ELECTRONIC COMP. - 22 (20); HOTEL EQ. - 40, INCLUDING LYON OFF-SITE TANDEM (20); SECURITY EQ. - 22 (20); TOTAL - 221 (191).

4. TARGET INCREMENTAL EXPORT SALES IN DOLLARS MILLIONS

FOLLOWS (VS. POST A-210 FIGURES): P & GA - 8.0 (5.0); POLLUTION EQ. - 8.0 (5.0); FLUID POWER EQ. - 3.0 (3.0); HOUSEWARES - 3.0 (13.5); DATA COMMS. - 15.0 (15.0); DENTAL EQ. - 1.0 (1.0); EL. COMP. - 8.0 (8.0); HOTEL EQ. - 10.5 (10.5); SECURITY EQ. - 8.0 (8.0); TOTAL - 72.5

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(77.0).

5. IN VIEW UNABLE OBTAIN WAIVER OF QUARTERLY REPORTING REQUIREMENT, REQUEST POST PROVIDE ANNEXES FOR EACH CAMPAIGN REFLECTING 5 QUOTE MILESTONES UNQUOTE FOR 15-MONTH PERIOD IN LIEU OF 3 SHOWN IN ATTACHMENT TO A-210, ALSO REVISED TARGETS AS STATED ABOVE.

6. USTS PROVIDED CMM WITH DRAFT BLANKET STATEMENT FOR

CCP FOR SIX PRIMARY MARKETS INCLUDING FRANCE. ON FEBRUARY 13. THIS SHOULD BE INCLUDED AS A QUOTE OTHER PRIORITY CAMPAIGN UNQUOTE. WE WILL AMEND SECTION II AND ADD ANNEX H IF POST WILL PROVIDE NAME OF CAMPAIGN MANAGER. SUGGEST REQUESTED RESOURCES AS FOLLOWS: PERSONNEL - FSO, 20 PERSON DAYS; FSL CLERICAL 10 PERSON DAYS; FINANCIAL - TRAVEL 100 DOLLARS, REPRESENTATION 100 DOLLARS, POSTAGE/ COMMUNICATIONS, 50 DOLLARS. DOES POST CONCUR?

7. SECTION IV RESOURCE ALLOCATION SUMMARY INTENDED TO ASSIST POST DETERMINE IF SUFFICIENT RESOURCES AVAILABLE. SUMMARY SHOULD IN PRINCIPLE ACCOUNT FOR ALL E/C SECTION RESOURCES (INCLUDING 1FSO, 1FSS AND 1 FSL DOING GENERAL ECONOMIC POLICY WORK) UNDER APPROPRIATE CATEGORIES OF THE "OTHER ACTIVITIES SECTION". (SEE STATE A-100 OF JAN. 6, 1975 FOR DEFINITION OF TERMS AND STATE 049909 OF MARCH 5, 1975). HOWEVER, GIVEN TIME CONSTRAINT, POST CAN IF IT WISHES DELETE LINE "INPUT OTHER E/C PERSONNEL" OF SECOND PAGE RESOURCE ALLOCATION SUMMARY. SUMMARY SHOULD THEN ONLY INCLUDE PERSONNEL RESOURCES IN OFFICE OF COMMERCIAL AFFAIRS AND CONSULAR INPUTS.

8. OTHER MINOR AMENDMENTS AGREED BY EAG WERE: (A) DELETE PET PRODUCTS TM (PAGE 26) (B) UNDER ENERGY CAMPAIGN ADD STUDY OR TRIP REPORTS TO BE FORWARDED FOR GUIDANCE IN DEVELOPING SPECIFIC EVENT THEME FOR FY 77 (C) CHANGE HOUSEWARES PROMOTION TO NOVEMBER 18-21, 1975 (D) CHANGE DENTAL JEEP TO MARCH 29-APRIL 1, 1976. KISSINGER

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Margaret P. Grafeld
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